FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information

**Permit No:** F00037234 **Type of Permit:** FILMING **Release Date:** 02/23/2011

**Production Company** CAVIAR

**Insured Company Name** CAVIAR
Contact Phone No. 1 310-396-3400
Contact Phone No. 2
Fax 310-396-3410
Address 1265 COCHRAN AVE
LOS ANGELES, California 90019

**Production Title** REAL MEN PSA

**Type of Production** Commercial - PSA

**Producer** Madeline Smith

**Director** Keith Schofield

**1st AD** Phil Elins

**Production Manager** Gabriel Reiter

**FilmL.A. Coordinator** JDP - Jason Del Paine

**Location Manager** Gabriel Reiter
Primary Phone Office - 310-396-3400
Secondary Phone Mobile - 323-547-7521

**Location Assistant** Cassandra Windels
Primary Phone Mobile - 561-386-5135
Secondary Phone

## Fees

| | |
|---|---|
| Posting 300 | $69.00 |
| Posting 900 | $207.00 |
| Notification Charge | $210.00 |
| FILMLA MODIFIED PERMIT APPLICATION FEE | $50.00 |
| LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE | $1,216.00 |

**Total Permit Fee** $1,752.00

**Number of Locations** 3

NOT A PERMIT

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## Summary Information — Location



**Permit Number** F00037234
**Production Company** CAVIAR
**Insured Company** CAVIAR
**Production Title** REAL MEN PSA

**Location Manager** Gabriel Reiter
Primary Phone Office - 310-396-3400
Secondary Phone Mobile - 323-547-7521

**Location Address** 5602 St Clair Ave, San Fernando Valley, CA, 91607

**Location Type** Private Residence

**Film Dates** 2/24/2011 - 2/25/2011 07:00 - 22:00

**Open or Closed to the Public** Closed

**Generic Conditions** Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

**Please see attached documents** F37234, DNA 501c3 Letter from IRS.pdf
F37234, DNA Letter for Permit Office.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 1 |
| Cast/Crew vehicles | 20 |
| Cube Trucks | 2 |
| Generator | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 4 |
| Crew | 20 |
| Extras | 6 |

**Where are the extras holding?** On location under a tent in the backyard.

**Filming Activities** Interior Dialogue;

**Jurisdiction** **Political:** Los Angeles City - Council District 02 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 562 **Grid:** F1

**Approvals** LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

**Parking**

**Base Camp**
Location Type : Location
Street : n/a

**Crew Parking**
Location Type : Private Parking Lot
Street : TBD

**Posting "No Parking" signs** N/S Burbank Bl, Bellingham Ave-St. Clair Ave
E/S St Clair Ave, Burbank Blvd-Collins St

**Approximate Footage** 601 - 900 **Log Number** 11834

**Date(s)** 2/24/2011 to 2/25/2011 **Time(s)** 07:00 to 19:00

NO PERMIT

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## Summary Information — Location



**Permit Number** F00037234
**Production Company** CAVIAR
**Insured Company** CAVIAR
**Production Title** REAL MEN PSA

**Location Manager** Gabriel Reiter
Primary Phone Office - 310-396-3400
Secondary Phone Mobile - 323-547-7521

**Location Address** 2551 Motor Ave, Los Angeles, CA, 90064

**Location Name** CHEVIOT HILLS PARK

**Location Type** Park

**Location Description** LA CITY/CHEVIOT HILLS PARK

**Film Dates** 2/24/2011 - 2/24/2011 07:00 - 21:00

**Open or Closed to the Public** Open

**Generic Conditions** Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

**Please see attached document** F37234, Cheviot Hills Park.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 1 |
| Cast/Crew vehicles | 20 |
| Cube Trucks | 2 |
| Generator | 1 |
| Picture vehicles | 2 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 10 |
| Crew | 20 |
| Rec & Park Monitor required | 2 |

**Filming Activities** Exterior establishing shots; Interior and exterior dialogue;

**Jurisdiction** **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 632 **Grid:** F5

**Approvals** LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — ReyRonald Pineda
LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

**Coordinator Note** 2 RAPG MONITORS REQUIRED:
02/24/2011, 0700-2100

**Parking**

**Base Camp**
Location Type : Location
Street : n/a

**Crew Parking**
Location Type : Location

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## Summary Information — Location



**Permit Number** F00037234
**Production Company** CAVIAR
**Insured Company** CAVIAR
**Production Title** REAL MEN PSA

**Location Manager** Gabriel Reiter
Primary Phone Office - 310-396-3400
Secondary Phone Mobile - 323-547-7521

**Location Address** 1265 S Cochran Ave, Los Angeles, CA, 90019

**Location Type** Business

**Film Dates** 2/26/2011 - 2/26/2011 07:00 - 22:00

**Open or Closed to the Public** Closed

**Generic Conditions** Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

**Please see attached documents** F37234, DNA 501c3 Letter from IRS.pdf
F37234, DNA Letter for Permit Office.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 1 |
| Cast/Crew vehicles | 20 |
| Cube Trucks | 2 |
| Generator | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 10 |
| Crew | 20 |

**Filming Activities** Interior Dialogue;

**Jurisdiction** **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 633 **Grid:** C4

**Approvals** LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

**Parking**

**Base Camp**
Location Type : Location
Street : n/a

**Crew Parking**
Location Type : Private Parking Lot
Street : 1265 S Cochran Ave, Los Angeles, CA, 90019

**Posting "No Parking" signs** W/S of Cochran Ave, SAN VICENTE BL-SOUTH 300'

**Approximate Footage** 0 - 300 **Log Number** 11834

**Date(s)** 2/26/2011 to 2/26/2011 **Time(s)** 07:00 to 22:00

**Posting "No Parking" signs** n/a

**Approximate Footage** County Parking **Log Number** 11895

**Date(s)** 2/26/2011 to 2/26/2011 **Time(s)** 07:00 to 22:00

NO PERMIT

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 17 2010

THE DEMI AND ASHTON FOUNDATION
10960 WILSHIRE BLVD STE 1900
LOS ANGELES, CA 90024-3702

Employer Identification Number:
27-0943677
DLN:
17053069308000
Contact Person:
MICHAEL CONDON ID# 31170
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
September 17, 2009
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

NOT A PERMIT

THE DEMI AND ASHTON FOUNDATION

Sincerely,

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-PC

NOT A PERMIT

Permit #F00037234

DEMI & ASHTON FOUNDATION

To Whom It May Concern,

I work at the DNA Foundation, which works to raise awareness about child sex slavery in the United States, change cultural stereotypes that facilitate this horrific problem and support survivors.

We are currently creating the "Real Men" campaign, which will help raise awareness about the issue. Our concept is that Real Men don't buy girls. Instead, Real Men: respect, love, care for, and protect girls. We are filming short comedic videos about things "Real Men" do, with the takeaway from each video being that real men may do many stupid things, but they don't buy children for sex. These videos will initially be distributed in a social media campaign in April.

We have contracted Caviar Productions to create an extremely low-budget PSA for us. They are working with us for a fraction of their normal cost and we would appreciate your assistance in keeping costs down. Our goal is to help raise awareness about the issue, and we don't want to spend any more money than we need to on production, because that money could otherwise go toward rehabilitating survivors. We are a registered 501c3 nonprofit and our EIN is: 27-0943677.

Thanks very much,

Claire Schmidt

Claire Schmidt
The DNA Foundation

NO PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

# Film Production Guidelines
# Cheviot Hills

**Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.**

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- ***OK'D, SMALL ROOM FOR FILMING AND EQUIP SETUP, INDOOR BASKET BALL COURTS UNTIL 3PM LATEST,***
- ***OUT DOOR BASKET BALL COURTS AND NEARBY GRASS AREA UNTIL 9PM,***
- ***OK PARKING FOR NORTH EAST LOT ONLY.***
- ***OK'D USE OF SERVICE ROAD, MUST PLACE PLYWOOD ON TOP OF IRRIGATION BOSE,***
- ***NO VEHICLES OR HEAVY MACHINARY ON GRASS.***

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted

NOT A PERMIT

areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.

- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

**F-37234**
**CAVIAR**
**REAL MEN PSA**
**(CHEVIOT HILLS PARK)**

NOT A PERMIT

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 17 2010

THE DEMI AND ASHTON FOUNDATION
10960 WILSHIRE BLVD STE 1900
LOS ANGELES, CA 90024-3702

Employer Identification Number:
27-0943677
DLN:
17053069308000
Contact Person:
MICHAEL CONDON ID# 31170
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
September 17, 2009
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

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THE DEMI AND ASHTON FOUNDATION

Sincerely,

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-PC

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Permit #F00037234

DEMI & ASHTON FOUNDATION

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